

PENNSYLVANIA BUSINESS CENTRAL

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CBCC CEO espouses importance of regional business
 BY ANDY ELDER
 STATE COLLEGE — A little more than a month into the job, Vern Squier, the president and CEO of the Chamber of Business and Industry of Centre County, understands what part his organization plays in the region's economy. That is why, he said, the Central PA Regional Business & Industry Expo, scheduled for 1:30 to 6:30 p.m. Nov. 3 at the Bryce Jordan Center is so important.

The Dodd-Frank Act: One
 As new financial reforms start, community banks try to meet the needs of the region
 BY BROCK PRONKO
 Regional Business Analyst
 July 21, 2011 marked the one-year anniversary of the enactment of the Dodd-Frank Wall Street Reform and Consumer Protection Act and the day when some of the legislation's key provisions went into effect. As of July 21, the new independent "rulemaking" agency, the Consumer Financial Protection Bureau, became responsible for a number of consumer protection rules that were formerly under the authority of seven other federal agencies.

RENEWABLE ENERGY Still blowin' in the wind
 Despite stagnant economy and competition from natural gas, wind power capacity keeps growing in Pa.
 BY ANDY ELDER
 SHUSHTON, Pa. — During his recent visit to the Shuster address, ShaleN Forum

Financial pressures, health reforms create an upsurge in physician employment by hospitals
 BY BROCK PRONKO
 HOSPITALS ARE SEEING a massive migration going on in Pennsylvania, and it's not just birds. In fact, many physicians and small group practice physicians are flocking to hospitals for employment. Merritt Hawkins & Associates, a leading physician recruiter and staffing agency, reported that in the past 12 months, 56 percent of physicians had been searching for employment, whereas three years ago it was 23 percent. Only 2 percent of physician employment searches were for primary practice jobs.

Brown oversees a changing environment at Mount Nittany
 BY ANDY ELDER
 PA Business Central Editor
 BROWN TOOK REIGN over Mount Nittany Hospital Medical Center in the Seattle suburb of Kirkland, Wash., in late 2010 as CEO and president of Mount Nittany Medical Center in March 2010. He knew he would be stepping into a changing environment.

The wind firm in Somerset County, which is one of 18 counties in Pennsylvania that is now producing electricity from wind power.
 PHOTO COURTESY OF SHUSHTON WIND FARM

Actuated Medical set to debut innovative new medical device
 BY KATHARINE DAWSON
 BELLEFONTE — Actuated Medical, formerly known as Proton Biotechnology International, is making an impact on the medical community with some exceptional patients in need of a leading tube. It works like this: a medical professional inserts the clear, open tube into the chest and it gently chaps away at the tissue.

East Wing Expansion — On Aug. 2, 2010, the \$13 million East Wing Expansion, a 52,000-square-foot addition, opened its doors. The expansion added 68 single-patient beds.
Cancer Center Expansion — The \$24 million, 28,000-square-foot addition and renovation of the Cancer Center opened its doors in late 2010.

Light dims on solar energy projects
 BY ANDY ELDER
 MARCO COUNTY — Despite Pennsylvania's reputation as a solar energy state, the state's solar energy industry is facing a significant challenge.

Reaching OVER 35,000 readers in 20 counties with 10,000+ distribution.

A regional newspaper expanding your market, providing up-to-date knowledge of the regional economy.

DIRECT MAILED to over 3,700 business owners, C-level executives and key decision makers.

Excellent lead generation, representing a marketplace with over 55,000 business.

Since 1991, Pennsylvania Business Central has been the region's leading source of comprehensive business news and information.

Contact us today & start growing your business

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2012 PENNSYLVANIA BUSINESS CENTRAL EDITORIAL CALENDAR

<i>PUBLICATION DATE</i>	<i>ISSUE</i>	<i>LIST(S)</i>	<i>FOCUS ON</i>	<i>SPECIAL PUBLICATION / FOCUS</i>
Jan. 27, 2012	PBC	Environmental Firms	2011: Year in Review / What's Ahead in 2012?	Spotlight on... Clinton County Top 100 People
Feb. 24, 2012	PBC	Industrial / Business Parks	Healthcare Quarterly	Spotlight on... Bedford / Somerset Counties Top 100 Organizations
Mar. 23, 2012	PBC	Colleges / Universities MBA Programs	Banking / Financial Quarterly	Spotlight on... Snyder / Union / Northumberland Counties
Apr. 20, 2012	PBC	Real Estate Agencies	Real Estate Outlook	Spotlight on... Huntingdon / Mifflin / Juniata Counties
May 18, 2012	PBC	Temporary Staffing Agencies	Human Resources Employment	Spotlight on... Lycoming County Meeting & Planning Guide
June 15, 2012	PBC	Home Healthcare Providers Retirement / Assisted Living Facilities	Healthcare Quarterly Defense Contractors	Spotlight on... Cambria County
June 29, 2012	PBC	Independent Insurance Agencies	The Local Economy: Midway through the year	Book Of Lists
July 27, 2012	PBC	Advertising Agencies Commercial Builders / Contractors	Banking / Financial Quarterly Construction Update	Spotlight on... Blair County
Aug. 24, 2012	PBC	Accounting Firms	Back to School Ag Progress Days	Spotlight on... Clearfield County
Sept. 21, 2012	PBC	Architectural Firms Law Firms	Women-Owned Companies Inc. 5,000 Companies in PA	Spotlight on... Westmoreland / Fayette Counties Women Making a Difference
Oct. 19, 2012	PBC	Hospitals	Healthcare Quarterly	Spotlight on... Tioga / Bradford / Susquehanna Counties Foremost Under 40
Nov. 16, 2012	PBC	Banks Credit Unions	Banking / Financial Quarterly	Spotlight on... Indiana County Excellence in Construction
Dec. 21, 2012	PBC	Financial Planners / Advisors	Wealth Management The Tax Season Ahead	Spotlight on... Centre County

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Advertising Sizes Available

FULL PG 10.125" X 12.75"	JUNIOR PG 7.625" X 9.75"	1/2 V 5" X 12.75"	1/2 H 10.125" X 6"	3/8 V 5" X 9"	1/4 H 5" X 6"	1/4 V 2.375" X 12.75"	1/8 V 2.375" X 6"	1/8 H 5" X 3"
			3/8 H 7.625" X 6"		1/4 BANNER 10.125" X 3"		1/16 V 2.375" X 3"	

Display Advertising Rates

BLACK & WHITE RATES/AD INSERTION						FULL COLOR RATES/AD INSERTION					
Premium Placement Frequency	26 Times*	13 Times	8 Times	4 Times	1 Time	Premium Placement Frequency	26 Times	13 Times	8 Times	4 Times	1 Time
Center Spread (FP)	\$2,030	\$2,440	\$2,640	\$2,740	\$3,650	Center Spread (2 FP's)	\$2,350	\$2,760	\$2,960	\$3,060	\$3,970
Back Cover (FP)	\$1,450	\$1,740	\$1,890	\$1,960	\$2,610	Back Cover (FP)	\$1,770	\$2,060	\$2,210	\$2,280	\$2,930
Inside BC (FP)	\$1,380	\$1,670	\$1,775	\$1,870	\$2,500	Inside Back Cover (FP)	\$1,700	\$1,990	\$2,095	\$2,190	\$2,820
Full Page	\$1,200	\$1,460	\$1,570	\$1,650	\$2,215	Full Page	\$1,520	\$1,780	\$1,890	\$1,970	\$2,535
Jr Page	\$990	\$1,195	\$1,300	\$1,360	\$1,810	Junior Page	\$1,310	\$1,515	\$1,620	\$1,680	\$2,130
1/2 Page (V/H)	\$810	\$980	\$1,060	\$1,110	\$1,490	1/2 Page (V/H)	\$1,130	\$1,300	\$1,380	\$1,430	\$1,810
3/8 Page (V/H)	\$630	\$760	\$820	\$870	\$1,150	3/8 Page (V/H)	\$950	\$1,080	\$1,140	\$1,190	\$1,470
1/4 Page (V/H)	\$470	\$560	\$610	\$630	\$850	1/4 Page (V/H)	\$790	\$880	\$930	\$950	\$1,170
1/8 Page (V/H)	\$245	\$300	\$320	\$335	\$470	1/8 Page (V/H)	\$565	\$620	\$640	\$655	\$790
1/16 Page	\$145	\$175	\$185	\$200	\$260	1/16 Page	N/A	N/A	N/A	N/A	N/A

SPOT COLOR: \$180 Additional Per Ad

GUARANTEED POSITIONS: 10% Added Per Ad

REPRINTS: We will be glad to reprint articles and/or ads as they appeared in Pennsylvania Business Central. Please ask your Advertising Representative for details & prices.

PREPRINTED INSERTS: Full run \$140 per 1,000; less than a full run \$155 per 1,000. Inserts weighing more than one ounce are subject to additional charges. Consult your advertising representative for additional information. Insert rates are net to advertising agencies.

* The 26-time rate can be applied to combined advertising in both the Pennsylvania Business Central & Marcellus Business Central.

Internet Ad Size	Ad Type	Rate Per Ad*
Vertical Pillar	Stationary Ad	\$150 / Month
	Animated Ad	\$225 / Month
1/2 Length Vertical Pillar	Stationary Ad	\$125 / Month
	Animated Ad	\$200 / Month
Bottom Page Banner	Stationary Ad	\$175 / Month
	Animated Ad	\$300 / Month

All ads must be RGB & 72 dpi

*3 MONTH MINIMUM

Advertise on
www.pabusinesscentral.com



VERTICAL PILLAR
200 X 650 PIXELS

1/2 V PILLAR
200 X 320 PIXELS

BOTTOM BANNER
980 X 140 PIXELS

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Electronic File Submission EMAILING FILES

- Limited to 5 MB file size of files in email. If more than one file is being sent, please compress all into one Stuff-It or ZIP file prior to sending. (Please do not send images from a website unless necessary. These images tend to be 72 DPI and low quality for print purposes.)

PROGRAMS

InDesign (Up to CS3), Quark XPress, PageMaker, Adobe Illustrator (Up to CS3), Adobe Photoshop (Up to CS3) and Adobe Acrobat (PDF Files)
(NOTE: PDF files are preferred as they eliminate font issues.)

IMAGE FILES

- Photoshop TIFF / JPG / EPS – All must be at least 170 DPI and, if color, convert all to CMYK.
- Illustrator – Files must have ALL text converted to outline & colors/gradients converted to CMYK.

SPOT COLOR (Black + 1 Color)

Available for an additional \$180 per insertion. Spot color available on all ad sizes except 1/16 page size.

SPECIAL GUARANTEED POSITIONS

Available for 10% over insertion rate.

Publisher makes every effort possible to satisfy special requests but, due to production requirements and restrictions, requests for non-guaranteed special positions cannot always be honored. In no event will refunds, adjustments or reinstatement be made because of the position or section in which the advertisement has been published.

CONTRACTS

Frequency discounts are based on an advance space contract. Advertising must be run within one year of the first insertion to earn frequency discount rates. Ads ordered at frequency discount rate and not earned within 12 months of the first insertion will be short-rated to the earned rate.

VERBAL COMMITMENTS

All verbal orders are considered binding unless cancelled in writing prior to space closing date.

CHANGES/CANCELLATIONS

Changes and cancellations must be received in writing prior to space closing date and are not accepted after such date.

PRODUCTION SERVICES

No charge for simple set-up of straight-forward ads from previously written ad copy. Set-ups involving artwork, creative design and camera work may be charged extra. Consult your advertising representative for specific charges.

PROOFS

Advertisements requiring production must be in before 2 p.m. Friday, a week before the publication date. Proofs will be supplied to those advertisers. All corrections must be clearly marked on the proof and returned with the advertiser's signature within the time specified on the proof or the Publisher cannot guarantee the changes will be made. Material received after set deadline loses privilege of approval or revision and the Publisher will not be responsible for errors which may occur.

COPY RESPONSIBILITY

Advertisers are responsible for submission of copy. Copy from the last insertion will be used if new copy is not received by materials deadline. If no copy is available, advertiser is responsible for the cost of space, which will be used at the Publisher's discretion.

COPY ACCEPTANCE

The publisher reserves the right to reject any advertising. Advertising resembling editorial copy/layout will be marked "Advertisement" by Publisher.

COPY AUTHORIZATION

All advertisements are accepted and published upon the representation that the advertiser or their agency is authorized to contract placement for and publish entire contents of the ad. Advertisers and their agents assume complete liability for all content (including text, representation and illustration) of advertisements and all responsibility for any claims arising.

ADVERTISING COMMITMENTS

Agency or advertiser agrees to provide insertion order by closing of each issue. All verbal orders are considered binding unless cancelled in writing prior to the space closing date. Publisher will not be bound by any conditions, oral or written, appearing on insertion orders or copy instructions that are in conflict with any provisions contained in its rate card or with its policies.

TERMS

All advertising is invoiced on the date of publication. Payment is due upon receipt of invoice. Invoices unpaid after 30 days are past due and subject to a late payment finance charge of 1.5% per month until balance is paid in full.

PAYMENTS

Invoices may be paid with checks payable to *Pennsylvania Business Central* or charged to MasterCard® or Visa®.

ERRORS

The publisher shall not be liable for omissions in or failure to insert any advertisement for which it may be responsible. The liability shall be limited to republishing the ad or discounting such portion of the entire cost of the advertisement as the Publisher shall deem necessary. Advertiser shall give written notice to Publisher within 10 days after publication of any advertisement containing any errors or omissions made by the Publisher.

DEADLINES

Pennsylvania Business Central is published every second Friday. Space reservation and ad deadlines are specified on the Editorial Calendar but are never later than Friday, a week before the publication date at 2 p.m. Camera-ready ad deadlines are on Monday of the week of publication date. Ads supplied on disks are not considered camera-ready. Special publications and inserts have earlier due dates.

PUBLISHER'S COMMITMENT

Pennsylvania Business Central strives to provide its advertisers with quality service, including editorial content and design. The publisher appreciates advertisers' concerns about customer service, production and editorial coverage. Please address your comments directly to: Pennsylvania Business Central, 1001 University Drive, State College, PA, 16801.

*From letters to the editor, to story ideas and news tips, we welcome your input.
Please feel free to contact us:*

1001 University Drive, State College, PA 16801

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